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# TrueBlue Appoints Mike Kruszewski to President of PeopleReady On-Demand

TACOMA, Wash.--(BUSINESS WIRE)-- TrueBlue (NYSE: TBI), a leading provider of specialized workforce solutions, today announced that Mike Kruszewski has been appointed President of PeopleReady On-Demand. In his expanded role, Mr. Kruszewski will lead the PeopleReady On-Demand business, with responsibility for strategy, sales, and operational performance. Mr. Kruszewski joined PeopleReady in November of 2025 as Head of Sales and has played a key role in advancing the Company's territory-based operating model, strengthening commercial execution, and expanding sales capacity in priority markets.

"Since joining, Mike has sharpened our sales strategy, clarified success metrics, and aligned our teams to execute within our territory-based structure," said Taryn Owen, President and CEO of TrueBlue. "As we continue investing in sales resources to expand our reach in key markets, his leadership is helping translate that capacity into more targeted local growth and deeper strategic account engagement. Mike understands our people, our mission, and what it takes to raise performance and execute consistently in local markets. I am confident in his ability to lead the business and build on the momentum already underway."

"PeopleReady On-Demand plays a critical role in connecting people and work," said Mr. Kruszewski. "The strength and commitment of this team are clear, and I look forward to partnering across our field organization to drive disciplined execution within our territory-based model. Together, we will build on the structure we have put in place to strengthen performance and deliver exceptional value to our clients and associates."

Mr. Kruszewski has more than 25 years of leadership experience across sales and operations. Prior to joining TrueBlue, he held senior roles at Aramark, Quaker Oats, and Pepsi, where he led high-performing teams and delivered disciplined operational results across complex, distributed organizations. His leadership style combines strategic clarity with hands-on engagement, positioning PeopleReady On-Demand to enhance performance and capitalize on market opportunities.

## About TrueBlue

TrueBlue (NYSE: TBI) is a leading provider of specialized workforce solutions. As The People Company®, we put people first—advancing our mission to connect people and work while delivering smart, scalable solutions that help businesses grow and communities thrive. Since our founding, TrueBlue has connected more than 10 million people with work and served over 3 million clients across a variety of industries. Powered by proprietary, digitally enabled platforms and decades of expertise, our brands—PeopleReady, PeopleScout, Staff Management | SMX, Centerline, SIMOS, and Healthcare Staffing Professionals—provide a full spectrum of flexible staffing, workforce management, and recruitment solutions that bring precision, speed, and scale to the changing world of work. Learn more at [www.trueblue.com](http://www.trueblue.com).

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